

IN THE CLAIMS

1. (currently amended) A method for transmitting data from a broadcasting station to a first audio/video receiver made by a first manufacturer and a second audio/video receiver made by a second manufacturer which is different from the first manufacturer, the method comprising:

obtaining advertisement information;

generating program guide information representative of programs to be supplied to the receiver;

generating a control signal; and

transmitting the program guide information and the advertisement information to the receivers along with the control signal, said control signal operable to control a screen layout on a display of both the first audio/video receiver and the second audio/video receiver such that the advertisement information and the program guide information are displayed at the same relative locations on the display of both the first audio/video receiver and the second audio/video receiver,

the program guide information being generated according to program guide information received from multiple broadcast systems and program guide information received from a non-broadcast source, ~~and including both electronic program guide (EPG) information that is in a standard format and EPG information that is associated with a display design determined by at least one broadcasting station or content producer,~~

the advertisement information including a multiple of keys associated with an advertisement, the keys defining at least one receiver state that will trigger display of the advertisement.

2. (previously presented) The transmission method as claimed in claim 1, wherein the control signal is described by a script.

3. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information is described in extensible markup language.

4. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information is transmitted in accordance with a carousel system.

5. (previously presented) The transmission method as claimed in claim 1, wherein the control signal is operable to control the screen layout by identifying the advertisement information to display together with the program guide information.

6. (previously presented) The transmission method as claimed in claim 1, wherein the program guide information includes program information of a plurality of different broadcasting systems.

7. (previously presented) The transmission method as claimed in claim 1, wherein at least a part of the program guide information is encrypted and then transmitted.

8. (previously presented) The transmission method as claimed in claim 1, wherein all the program guide information is transmitted a plurality of times a day, the program guide information including schedules of a plurality of programs, and when there is a change in the schedule of at least one of the programs, the program guide information of only at least one program is continuously transmitted.

9. (previously presented) The transmission method as claimed in claim 8, wherein a transmission schedule for transmitting all the program guide information is transmitted.

10. (currently amended) A first receiving device made by a first manufacturer and a second receiving device made by a second manufacturer for receiving a broadcast signal including video and audio signals, program guide information including a control signal operable to control a screen layout on a display, and advertisement information, each of the receiving devices comprising:

a receiving section for receiving the broadcast signal;

an extracting section for extracting the program guide information from the broadcast signal; and

a display processing section for carrying out display processing of a program guide based on the screen layout indicated by the control signal included in the program guide information such that the advertisement information and the program guide information are displayed at the same relative locations on the display of both the first receiving device and the second receiving device,

the program guide information being generated according to program guide information received from multiple broadcast systems and program guide information received from a non-broadcast source, ~~and including both electronic program guide (EPG) information that is in a standard format and EPG information that is associated with a display design determined by at least one broadcasting station or content producer,~~

the advertisement information including a multiple of keys associated with an advertisement, the keys defining at least one receiver state that will trigger display of the advertisement.

11. (previously presented) The receiving device as claimed in claim 10, wherein the program guide information is transmitted in accordance with a carousel system, and the extracting section is operable to resolve a carousel structure of the carousel system.

12. (previously presented) The receiving device as claimed in claim 10, wherein the control signal is operable to control the screen layout by identifying the advertisement information to display together with the program guide information; and

the display processing section carries out processing based on the control signal when displaying the advertisement information together with the program guide information.

13. (previously presented) The receiving device as claimed in claim 10, wherein at least a part of the program guide information is encrypted and then transmitted;

the receiving device further comprising a decrypting section operable to decrypt the encrypted part of the program guide information.

14. (previously presented) The receiving device as claimed in claim 10, wherein all the program guide information is transmitted a plurality of times a day;

the receiving device further comprising a storage section for receiving and storing the program guide information when all the program guide information is transmitted.

15. (previously presented) The receiving device as claimed in claim 14, wherein a transmission schedule is included in the broadcast signal;

the receiving device further comprising a power control section for controlling a power source in accordance with the transmission schedule.

16. (previously presented) The receiving device as claimed in claim 10, further comprising a retrieval processing section operable to retrieve the program guide information received.

17. (previously presented) The receiving device as claimed in claim 10, further comprising a non-volatile memory for storing an initial set of program guide information.

18. (previously presented) The transmission method of claim 1, wherein the control signal is operable to control the screen layout by identifying the program guide information to display.

19. (previously presented) The transmission method of claim 1, wherein the control signal is operable to control the screen layout by filtering content of the program guide information such that the display device only displays a portion of the program guide information transmitted.

20. (previously presented) The transmission method of claim 1, wherein the control signal is associated with condition information that is operable to select at least one of (i) programs, (ii) channels, (iii) genre or (iv) advertisements.

21. (previously presented) The transmission method of claim 1, wherein the program guide information further includes

at least one of (i) a channel map, (ii) a program framework, (iii) program material or (iv) advertisement information.

22. (previously presented) The transmission method of claim 5, wherein the advertisement information is associated with condition information operable to filter a portion of the advertisement information for displaying on the display device.

23. (previously presented) The receiving device of claim 10, wherein the control signal is operable to control the screen layout by identifying the program guide information to display.

24. (previously presented) The receiving device of claim 10, wherein the extracting section applies condition information when extracting program guide information; and

the condition information is operable to select at least one of (i) programs, (ii) channels, (iii) genre or (iv) advertisements from the broadcast signal.

25. (previously presented) The receiving device of claim 24, wherein the condition information is set by a user of the receiving device, a broadcaster of the broadcast signal, or by a third party.

26. (previously presented) The receiving device of claim 16, wherein retrieval of the program guide information is based on user profile data.

27. (previously presented) The receiving device of claim 26, wherein the user profile data comprises at least one of: a genre preference; a message preference; an information preference; a personality preference; a one channel preference; a time preference; or a schedule preference.

28. (previously presented) The receiving device of claim 17, wherein the initial set of program guide information is stored at a time of shipment from a factory.

29. (currently amended) An apparatus, comprising:

- a program table database operable to receive a plurality of television program tables;
- at least one input operable to receive service information;
- a change processor operable to identify changed program guide information from the program table database and the at least one input;
- a table generator operable to generate current program guide information from the changed program guide information;
- a processor operable to generate a control signal to control a screen layout on a display device that displays the current program guide information; and
- a transmitter operable to transmit the program guide information and the control signal to a first receiver made by a first manufacturer and a second receiver made by a second manufacturer,

said control signal operable to control the display of the first receiver and the second receiver such that advertisement information and the program guide information are displayed at the same relative locations on the display of both the first receiver and the second receiver,

the program guide information being generated according to program guide information received from multiple broadcast systems and program guide information received from a non-broadcast source, ~~and including both electronic program guide (EPG) information that is in a standard format and EPG~~

~~information that is associated with a display design determined by at least one broadcasting station or content producer,~~
the advertisement information including a multiple of keys associated with an advertisement, the keys defining at least one receiver state that will trigger display of the advertisement.

30-33. (canceled)